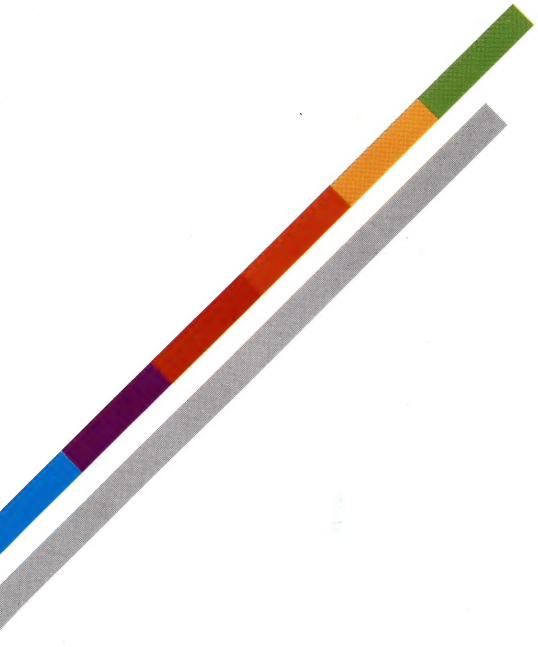
apple at a glance

The Seeds Of Success

The advent of a personal, affordable computer is one of those milestones of technology which mark the beginning of a new and better way to accomplish work and express creativity. Apple, acknowledged as a leader in personal computers, was the first company to make available to millions what was once available only to large organizations—computer power.

Founded in 1976, the company was the brainchild of two young engineers with big dreams and small resources. They made the prototype Apple computer in a garage, that now proverbial birthplace of many great ideas in California's Silicon Valley. This humble beginning—a nice but true touch to their success story—didn't detract from the technological sophistication of the computer they christened "Apple", a whimsical name as unusual as the product itself.



Acclaim By Innovation

Computer hobbyists were the first market of the fledgling company. Most were electronics engineers, targeted because they could easily recognize the high performance and overall quality of the new computer. And recognize it they did: demand for the Apple I soared, soon outstripping the production capabilities of the garage. Apple had arrived.

In 1977, the company revolutionized the personal computer market with the introduction of the Apple II, the first fully assembled computer of its kind. Unlike the "kits" offered by the competition, its performance did not depend upon the varying talents of its users to solder, wire, assemble components, and "debug" the finished product.

Additionally, the Apple II was the first fully programmable computer of its size. It brought many of the capabilities of large data processing systems into the everyday lives of individuals, at a cost and convenience not previously possible. Acceptance of the Apple rapidly spread from hobbyists to business managers and other professionals.

Today, Apple Computer Systems are used in small businesses and large corporations; in elementary and secondary schools; in college classrooms; in science and engineering laboratories; and in homes throughout the world. By any standard—price/performance, dependability, enhanceability, service, software support, ease of understanding and operation—Apple is the preferred personal computer.

Service And Support

Apple's commitment to quality is reflected not only in its products, but in its outstanding service and user support as well. There are more than 500 authorized Apple Service Centers worldwide: the largest personal computer maintenance network in existence. There's a hotline to Apple Headquarters in Cupertino, California, where applications experts stand by to provide assistance by telephone when needed. And—because excellence is designed into every product—Apple is able to back its computer systems with the lowest-priced Extended Warranty package in the industry. This total support, unique in the personal computer field, is another reason why the Apple computer is the best personal computer available.

Documentation

Apple's philosophy of excellence is also demonstrated in its comprehensive documentation. As the design of its computers indicates, Apple understands the challenge and utility of simplicity. Apple equipment and program manuals contain easy to follow exercises and clear, detailed explanations of procedures. Apple's objective is to educate and build user confidence and familiarity so that Apple products can be put to work quickly.

Apple's Future

According to Business Week Magazine*, "Of all the companies that owe their existence to the hobby computer phenomena, only Apple has emerged so far with the strength to become a significant factor in the small-computer markets of the 1980s."

Apple's dedication to quality is the basis of this strength and the most effective way it can continue its remarkable growth. Through its advanced research and development activities and commitment to product excellence, Apple is determined to expand its position as the preferred personal computer manufacturer. It is well on its way.

*Surviving the Microcomputer Shift, April 14, 1979.

APPLE AT A GLANCE

A Summary of Apple Products

TABLE OF CONTENTS

The following is a mini-catalog of Apple products. For more detailed product information and specifications, visit your local Apple dealer. Ask him for the latest copy of Apple In Depth, a complete reference guide to Apple products.

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APPLE AT A GLANCE

PERSONAL COMPUTER SYSTEMS

APPLE II

Apple IIs are typewriter-sized tools that can make working more productive, learning more exciting, and leisure time more creative. Their built-in BASIC language (Applesoft Floating-Point BASIC in the Apple II Plus, Integer BASIC in the Apple II), makes it easy to create programs that do things for you. Color and sound capabilities keep your interest (and the kids', too); and 48K bytes internal memory capacity means your Apple can handle sophisticated business and scientific tasks. Eight accessory slots let the system grow with your needs.

APPLE II SOFTWARE BANK

Apple and more than 170 other companies offer programs for use with your system. Whether you're looking for help with accounts receivable records or a new type of entertainment, you'll find it in the Apple Software Bank. And just as important—you'll find the documentation you need to get started quickly, even if you've never used a computer before!

THE CONTROLLER
Small Business Management and Accounting

The Controller helps a business manager handle his General Ledger, Accounts Receivable, and Accounts Payable computer software. Designed for non-technical people, it easily maintains the ledger, and customer and vendor accounts of many small businesses. The Controller helps control cash flow, reduces paperwork, eliminates "catch-up" accounting, and provides concise summary reports that allow managers to make better decisions.

The Controller is packaged in an attractive 3-ring binder with a manual and diskettes. It requires 48K RAM, dual disk drives, Applesoft BASIC language, and Printer IIA.

THE CASHIER
A New Concept in Store Management

The Cashier simplifies a retailer's job by monitoring inventory levels and creating sales documents. It processes backorders, down payments, and refunds, and can manage an inventory of more than 800 stock numbers. Transaction and customer account information is automatically used to generate sales receipts, billing records, mailing lists, and accounting summaries. The result is better control of inventory, resulting in reduced shrinkage.

The system is packaged in a binder with a manual and diskettes. It requires 48K RAM, dual disk drives, Applesoft BASIC language, and Printer IIA.

APPLE WRITER
Text Editing Made Simple

Apple Writer helps you create and edit memos, letters, even a novel. You can enter text, save and insert segments from a diskette, and search the document to replace letters, words, or phrases automatically. An optional printer puts your thoughts on paper, letter-perfect every time.

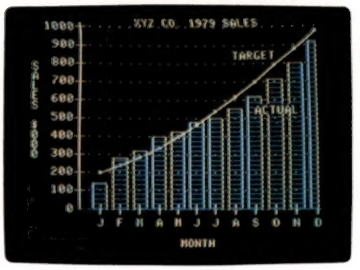
Apple Writer is packaged with a manual and program diskette. It requires 48K RAM and one disk drive. For printing documents, a printer and interface are necessary.

APPLE AT A GLANCE

APPLE PLOT
"Charting" the Way

Apple Plot helps you turn any information (from sales and stock activities to caloric intake and miles per gallon), into dramatic, comprehensive bar, line or scatter charts. The program allows you to update and change information as needed, and to label the charts exactly as you wish. Add a printer, and you can put your graphs on paper for presentations or later analysis.

Apple Plot is packaged with a manual and program diskette. It requires 48K RAM, Applesoft BASIC language, and one disk drive. For printing charts, a printer and interface are required.



APPLE POST
Mailing List Maintenance the Apple Way

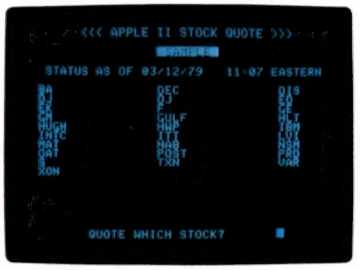
Apple Post helps you create and use mailing lists of up to 500 names and addresses per diskette. It allows for easy entry and editing, and can print customer lists or actual labels by name or zip code. Apple Post even lets you locate names and phone numbers quickly, and uses a unique "phonetic search" feature when correct spelling is not known.

Apple Post is packaged including a manual and program diskette. It requires 48K RAM, 2-6 disk drives, Applesoft BASIC language, and Printer IIA.

DOW JONES SERIES: PORTFOLIO EVALUATOR
The Stockmarket at Your Fingertips

Get the most from your stock investments. Use Portfolio Evaluator to maintain up to 50 stock portfolios per diskette, analyzing each for short and long term gains and losses, and current values.

The Portfolio Evaluator is packaged including a manual, program diskette, and Dow Jones News Retrieval Directory. It requires 32K RAM, Applesoft BASIC language, and one disk drive. For printing portfolios, a printer and interface are required.



SHELL GAMES
An Entertaining Approach to Learning

The Shell Games is a library of teaching aides for the home or classroom. Starting with an introductory color cartoon called "The Animated Apple", selection expands to include matching, multiple choice, and true/false quizzes on a variety of subjects. The Shell Games also contains an editor, so you can create your own quiz problems to place in each "shell." (You don't have to be a programmer.) In a few short minutes, you can enter a complete set of questions into any one of the three quiz programs; revisions can be made just as quickly.

The Shell Games is packaged with a manual and program diskette. It requires 48K RAM, the Integer BASIC language, and one disk drive.

APPLE II LANGUAGE LIBRARY

APPLE PILOT
The Teacher's Aide (available early third quarter 1980)

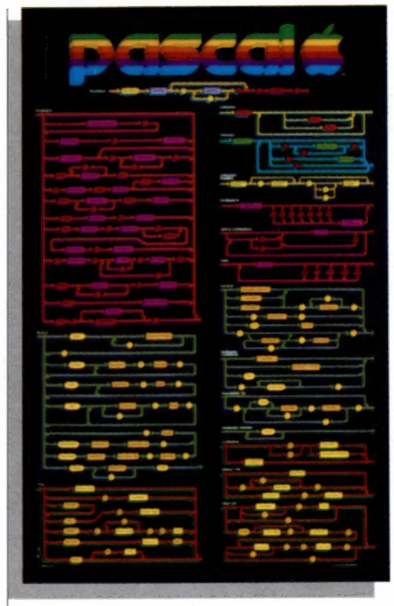
Apple PILOT is a powerful system for the courseware author. Without becoming a programming expert, you'll quickly become proficient in developing courseware for your particular classroom needs. And your student users will learn more, too, because Apple PILOT lets you offer much more than simple language capabilities. Color graphics, sound effects, and a character set editor encourage you to build around words, pictures, and sounds.

Apple PILOT is packaged with a manual and program diskettes. It requires 48K RAM, DOS 3.3 or the Apple Language System, and one or two disk drives. For printing lessons, a printer and interface are required.

APPLE PASCAL
The Powerful, Flexible Language

Apple Pascal, is one of the most sophisticated, structured programming languages available on a small computer. Its advanced capabilities boost program performance and cut software development time for large business, scientific, and educational applications.

Apple Pascal is packaged with the Apple Language System. It requires 48K RAM (giving the Apple system 64K after Language Card installation), and one disk drive (up to six drives are supported).



APPLE FORTRAN
For the FORTRAN Programmer (available early third quarter 1980)

FORTRAN is a powerful programming language for mathematics, engineering, and scientific applications. Apple FORTRAN is the ANSI Standard Subset of the recently-defined FORTRAN 77, with many enhanced features and capabilities. The package is supplied and documented for those who are already familiar with the FORTRAN language, so that they may develop, modify, and use FORTRAN programs on an Apple II.

Apple FORTRAN is packaged with a manual and program diskettes. Apple FORTRAN requires 48K RAM, the Apple Language System (which increases RAM to 64K), and one disk drive (although two drives are recommended).

APPLESOFT AND INTEGER BASIC
How to Program an Apple Without Really Trying

When you purchase an Apple II, you buy more than hardware—you receive a built-in programming system as well. This "firmware" makes it easy to create interesting and useful software, even if you've never programmed before. In the Apple II computer, the resident firmware is Integer BASIC; in the Apple II Plus, it is Applesoft Extended Floating-Point BASIC. Both are versions of the very popular BASIC programming language.

OPERATING SYSTEM

DOS 3.3
The Apple Disk II "Housekeeper" (available third quarter 1980)

DOS 3.3 helps you take advantage of your Disk II Floppy Disk Subsystem by keeping track of files, saving and retrieving information, and performing a variety of other "housekeeping" chores. If you are using a previous version of DOS (e.g., DOS 3.2.1), you'll need the DOS Update Kit (available third quarter 1980), which boosts the capacity of older disks to 143K bytes to accommodate the new software.

DOS 3.3 will be packaged with all Disk IIs with controller card and includes a manual and appropriate diskettes. (Your system must have at least 32K RAM to support a Disk II drive and DOS 3.3.)

PERSONAL AND ENTERTAINMENT SOFTWARE

CHECKBOOK

Maintains check records, including the date, amount, recipient, and classification code for each check. It allows records to be saved, sorted, searched, and displayed. Trial balances can be run and the account can be reconciled against a bank statement. Requires 16K RAM and Integer BASIC; available in cassette tape only.

MICROCHESS

Try your skill at this ancient game of strategy. Plays at eight levels of skill, so you're always evenly matched. Requires 16K RAM and Integer BASIC for tape; 32K RAM and Integer BASIC for diskette.

STELLAR INVADERS

You're being attacked by alien invaders! All that stands between you and them is your "tank." While the aliens are dropping bombs, you must fire at their ranks and destroy them before they destroy you. Requires 48K RAM, either Applesoft or Integer BASIC, and one disk drive.

APPLE BOWL

Enjoy this realistic simulation of a bowling alley. You control the ball; Apple keeps the score. Requires 16K RAM and Integer BASIC for cassette tape; 32K RAM and Integer BASIC for diskette.

ACCESSORIES

DISK II FLOPPY DISK SUBSYSTEM
Dynamic and Versatile Data Storage

Disk II expands the capability of your Apple II through the use of flexible, or "floppy," disks for data storage. Extended data storage capacity, fast data retrieval speed, and random access to stored data—all of these, and more, are available through the Disk II Subsystem.

Disk II comes with or without controller card. It is packaged with the current version of DOS (Disk Operating System) and a complete manual. A minimum of 32K RAM is required to support Disk II.

SILENTYPE™ THERMAL PRINTER

The Silentype is a quiet, versatile, and compact thermal graphics printer. It offers increased flexibility over other printers in its class because it receives both its power and intelligence from your Apple computer. With a few simple keystrokes, you can change margins and line spacing, specify printing intensity, even print finely detailed charts and graphs. It's the right choice for clear, readable, draft-quality hardcopy.

The Silentype is packaged with its own interface card, a roll of heat-sensitive paper, and manual. A minimum of 16K RAM is required to support the Silentype.

INTERFACE CARDS
Intelligent Interfaces to Expand Your Apple System

Apple provides four intelligent interface cards to expand your Apple system.

The Serial Card allows an Apple computer to exchange data with computers, printers, and other devices in serial format (one bit at a time). It is intended for use (in place of the Communications Interface Card) in applications that use data rates other than 110 or 300 baud, and that involve serial printers that don't require "handshake

The Communications Card allows you to connect an Apple to modems, CRT terminals, and other devices employing a serial RS-232C interface. The card's built-in intelligence lets you control these devices easily, in BASIC.

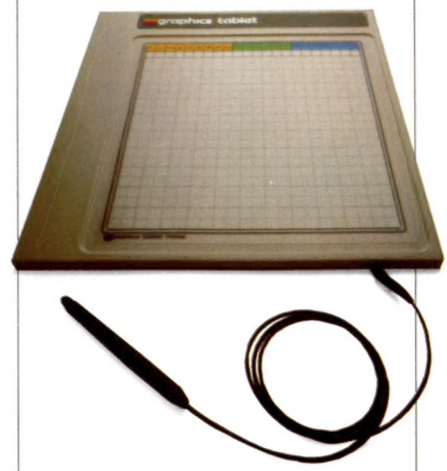
The Parallel Card lets you generate reports, listings, labels, and letters with your Apple, using a variety of parallel-interfaced printers.

The Centronics Card, a special version of the Parallel Interface Card, is available for use specifically with the Centronics 779 printer.

GRAPHICS TABLET
Creative Electronics for the 80s

The Graphics Tablet is an image input device that allows you to enter pictorial information directly (by sketching or tracing). Powerful software provides a comprehensive set of menu-selectable functions.

The Graphics Tablet is packaged with its own interface card, connecting cable and stylus, control firmware in ROM, and software programs on diskette. It requires 48K RAM, Applesoft BASIC, and one disk drive.



EXPANSION OPTIONS—GROWING YOUR APPLE SYSTEM

THE APPLE LANGUAGE SYSTEM

This system provides Apple users with the powerful Pascal language, as well as the Integer and Applesoft BASIC interpreters. It does this by means of the Language Card, which provides 16K of RAM memory that electrically replace the ROM firmware built into each Apple. This technique gives Apple II owners access to all available languages, as well as the hardware needed to run future language processors as they appear.

The Apple Language System is packaged with the Language Card, Pascal and BASICS diskettes, and manuals. It requires 48K RAM and one disk drive.

APPLESOFT FIRMWARE CARD

This card provides access to a library of programs written in this extended BASIC language. It contains hardware and software controls that allow it to electrically replace the existing Integer BASIC firmware in Apple II computers.

INTEGER BASIC FIRMWARE CARD

This card provides access to a library of programs written in the Integer BASIC language. It contains hardware and software controls that allow it to electrically replace the existing Applesoft BASIC firmware in Apple II Plus computers.

16K BYTE EXPANSION MEMORY MODULE (RAM)

This module allows user memory expansion in 16K byte increments for any 16K or 32K Apple II computer. The module contains eight RAM devices, installation instructions, and a test program to insure that installation was done properly.

EXPANSION OPTIONS ADDENDUM

Many companies offer both hardware and software products compatible with Apple II computer systems. The products listed below are manufactured by others, but may be ordered from Apple through Apple Authorized Dealers.

MODEM IIB
(Novation CAT)

Modem IIB extends the power of your Apple II by allowing it to tap the resources of timesharing services, computerized bulletin boards, or your office computer from the comfort of your home. The Modem IIB package consists of an acoustic coupler (modem) and the Apple Communications Interface Card.

PRINTER IIA
(Centronics 779)

Printer IIA is a medium-speed impact printer for home and business applications. It prints 80 to 132 (5x7) dot-matrix characters per line, at 60 characters per second. Printer IIA is supplied with the Centronics Printer Interface Card, cable and connector, operating documentation, and warranty.

CLOCK/CALENDAR CARD
(Mountain Hardware)

This plug-in card provides a 388-day calendar and clock, with resolution to 1/1000 second. A built-in rechargeable battery keeps the clock on time up to four days without system power, and external batteries may be used for longer periods. Supplied with complete operating instructions and rechargeable battery.

MONITOR II
(A variety of 9″ monitors will be supplied)

This 9-inch (diagonal) video monitor is the ideal display for the Apple when color output is not required. It sits neatly on top of the computer, and provides a very clean and sharp picture. It accepts direct video input from the computer. Supplied with cable adapter and documentation.

APPLE AT A GLANCE

APPLE III PROFESSIONAL COMPUTER SYSTEM

Apple III is a professional, desk-top computer system designed for sophisticated business application needs. Its outstanding, built-in hardware includes a 143K byte Disk III drive; a calculator-style numeric key pad; a clock/calendar card; and two interfaces—serial and Silentype Thermal Printer—for easy, economical system expansion. Additionally, an optional 12″, black and white, high resolution video monitor is available to complete the system.

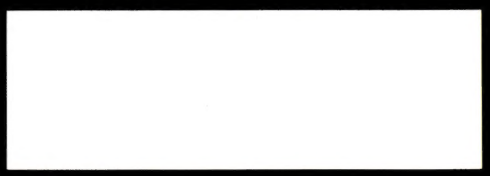
The Apple III is offered in specific configurations to meet your requirements.

THE APPLE III INFORMATION ANALYST

The Apple III Information Analyst tackles the time-consuming tasks of budget development, forecasting, scheduling, pricing, return-on-investment, projections, time value of money calculations, and other activities. You can ask "What if...?" as often as you wish, to solve thousands of different problems. The Apple III Information Analyst offers work saving features that make it the most powerful, easy to use timesaver available.

THE APPLE III WORD PROCESSOR

The Apple III Word Processor has been human-engineered from the ground up for full function word processing. Its state-of-the-art features rival those of systems selling for $10,000 and more. With its extensive editing, formatting, and printing capabilities, the Apple III Word Processor is the last word in personal computer word processing.



apple® computer inc.

10260 Bandley Drive
Cupertino, California 95014
(408) 996-1010

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